

DEPARTMENT OF PUBLIC HEALTH



COUNTY OF SAN BERNARDINO

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June 28, 2005

NR # 05-36

FOR IMMEDIATE RELEASE

Public Health Partners on Community Preparedness

San Bernardino, CA – San Bernardino County Preparedness Conference provides community organizations with tools and resources to better prepare for a bio-terrorist attack or other public health emergency. Participants learned about the importance of communicating effectively in public health emergencies, how to develop an emergency plan for their organizations, and how to develop “communication partnerships” to rapidly send information to businesses, community organizations and special population groups such as the elderly and disabled.

This is the first time community-based organizations, faith-based organizations and business owners in San Bernardino have been invited to join in emergency preparedness for their community. Over 175 community agencies participated in the conference and were excited to learn more on public health preparedness. The June 28th conference, sponsored by the County Department of Public Health Emergency Preparedness and Response Program, featured keynote speaker Dr. Vincent T. Covello. Dr. Covello is a nationally and internationally recognized expert on communicating effectively in high concern/low trust situations. He is currently Director of the Center for Risk Communication, a non-profit research institute, in New York City. Dr. Covello provided workshops on “Strategies for Communicating Effectively in Public Health Emergencies”.

For more information on the Public Health Preparedness and Response Program please visit our website at www.sbcounty.gov/pubhlth/prepandresponse

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